

REQUEST FOR QUALIFICATIONS BRANDING MARKET PROGRAM

RFP NO. 2011-014



The Town of Miami Lakes Council:

**Mayor Michael Pizzi
Vice Mayor Nick Perdomo
Councilmember Mary Collins
Councilmember Timothy Daubert
Councilmember Nelson Hernandez
Councilmember Ceasar Mestre
Councilmember Richard Pulido**

Alex Rey, Town Manager
The Town of Miami Lakes
15150 NW 79th Court, Suite 100
Miami Lakes, Florida 33016

DATE ISSUED: June 16 2011

CLOSING DATE: July 14, 2011

Section 1

Introduction and Overview of RFQ

1.1 Overview

The Town of Miami Lakes ("Town") is seeking to establish a Branding Market Program ("Program") for the Town, which includes but is not limited to development, marketing and protection of the brand. The Town is seeking proposals from firms who have an established track record in brands programs, to enter into negotiations for a contract for the Town's Program.

Subsequent to the successful implementation of the Program the Town may seek to implement a Brand Licensing Program. However, at this time such a licensing program is not within the scope of this RFQ,

1.2 Deadline for Submission of Responses

Provide one (1) original, one (1) digital CD copy in .pdf format, and seven (7) copies, signed dated, and sealed with required documentation to the Office of the Town Clerk, 15150 NW 79th court, Miami Lakes, Florida 33016 **no later than 2:00 PM on July 14 , 2011.**

Responses must be clearly marked on the outside of the envelope/package referencing RFQ No. 2011-14 and RFQ title, "Branding Market Program".

Failure to submit by the due date and time, and at the location specified above, will be deemed non-responsive and will not be considered by the Town.

1.3 Submission of a Response

Careful attention must be given to all requested items contained in this RFQ. Proposers are invited to submit in accordance with the requirements of this RFI. Please read the RFQ documents before submitting.

The entire set of documents constitutes the RFQ documents for this RFQ. Proposers are to submit all documents with all information necessary for the Town to properly analyze the Proposer's Response. Only one Submittal will be accepted from each Firm. Responses should be prepared in a concise manner with an emphasis on completeness and clarity.

Proposals must be signed in blue ink by an official authorized to bind the Proposer to its Response. Proposals shall remain valid for at least 90 days. Upon award of a contract the contents of the RFQ, and any revisions resulting from negotiations will be included as part of the Contract.

1.4 Additional Information or Clarifications

Pursuant to the "Cone of Silence" all requests for additional information of clarification must be sent via e-mail to Gary Fabrikant, Procurement Manager, at fabrikantg@miamilakes-fl.gov. The Town will issue any responses in an addendum,

which will be posted at the Town's website at www.miamilakes-fl.gov. To view any posted addendum select the "Contractual Opportunities" tab on the webpage and then select the addendum to be viewed. It is the sole responsibility of the Proposer to check the website for any addendum prior to submitting a Response. Proposers should not rely on any representations, statements, or explanations other than those made in this RFQ or an addendum to the RFQ. Where there appears to be a conflict between the RFQ and an addendum the latest addendum issued takes precedence.

1.5 Change/Alterations

Proposers may change or withdraw its Response at any time prior to the due date for receipt of Responses. No changes may be made after the due date has passed.

1.6 Evaluation of Responses

The Town will perform an initial review of the Responses to determine if they are "Responsive" to the requirements of the RFQ. The Town will then evaluate each Response to determine the three most qualified firms, corporations, joint ventures, partnerships, or other legal entity, whom will then be invited to further participate in a competitive negotiation process for the award of a contract. Proposers shall be based on its responses to Section 2 and Attachment B of the RFQ. The Town anticipates selecting up to three firms to enter into competitive negotiations.

1.7 Competitive Negotiation Process

Subsequent to the evaluation and selection of the Proposers for negotiations, the Town will negotiate concurrently with each of the selected Proposers with the intent to finalize the scope of services and plan for the Program, the cost of the Program, as well as the contract terms and conditions. The Town anticipates completing the negotiations within two weeks of selection of the Proposers for negotiations. Subsequent to completion of negotiations, the Town Manager shall recommend to the Town Council that an award be made to the Proposer agreeing to a contract that is most advantageous to the Town.

The Town may, at its sole discretion elect not to award a contract or to elect to reissue the RFQ.

1.8 Contract Award

The Town anticipates entering into a contract with the successful Proposer in substantially the form of the contract attached hereto as Attachment C.

1.9 Collusion and other forms such as AK and PEC

Proposers must be in compliance with Section 287.133, Florida Statutes. Proposers shall submit Form PEC with their Response.

1.10 Collusion

Proposer, by submitting a Response, certifies that its Response is made without previous understanding, agreement or connection either with any person, firm, or corporation submitting a Response for the same services, or with any Town department. The Proposer certifies that its Response is fair, without control, collusion, fraud, or other

illegal action. The Proposer further certifies that it is in compliance with the conflict of interest and code of ethics laws. The Town will investigate all situations where collusion may have occurred and the Town reserves the right to reject any and all Responses where collusion may have occurred.

The Proposer shall include in its Response, in the applicable section of its Response, the Non-Collusive Affidavit, included in this RFQ as Form RFQ-NCA. Failure by the Proposer to submit this affidavit may result in the Response being deemed non-responsive. Should the Proposer fail to include the affidavit with its Response the Town may, at its sole discretion, allow a Proposer a specified period of time to submit the affidavit to the Town, after which time the Response the will be deemed non-responsive.

1.11 Conflict Of Interest

Proposer, by submitting Response, certifies that to the best of its knowledge or belief, no elected/appointed official or employee of the Town is financially interested, directly or indirectly, in the services specified in this RFP.

Proposer must include the Anti-Kickback Affidavit, included in this RFQ as Form RFQ-AK. Proposers must include as part of its Response a detailed statement describing any relationships; professional, financial or otherwise that it may have with the Town, its elected or appointed officials, its employees or agents or any of its agencies or component units for the past five (5) years, together with a statement explaining why such relationships do not constitute a conflict of interest relative to performing the Services sought in this RFQ. Further, Proposer must disclose the name of any Town employee who owns, directly or indirectly, an interest of five percent (5%) or more of the total assets of capital stock in the Proposer's company.

Should the Proposer fail to include the affidavit with its Response the Town may, at its sole discretion, allow a Proposer a specified period of time to submit the affidavit to the Town, after which time the Response the will be deemed non-responsive.

1.12 Public Records

Proposer understands that the Response is a "public record, and that all documents and information pertaining the Response and the RFP are subject to the provisions of Chapter 119, Florida Statutes. The Proposer, by submitting a Response, acknowledges that the Town may provide public access to and/or copies of all documents subject to disclosure under applicable law. Proposer must claim the applicable exemptions to disclosure as provided by said Florida Statute in its Response by identifying the materials to be protected and the reason why such exclusion from public disclosure meets the requirement of Chapter 119, Florida Statutes, and is necessary and legal.

Section 2

Submittal Instructions and Requirements

2.1 Overview

Submittals should follow these instructions. The overall quality and detail of the Submittal will facilitate negotiation and award of a Contract.

The Town requests that Firms submit as follows:

- Pages are 8.5 x 11 inch white paper, where practical.
- Submittals should be double-sided and text single-spaced in a standard font that is either eleven (11) points or twelve (12) points in height.
- Information provided should be easily reproducible by standard black and white photocopying machines.
- Submittals should be divided into Sections, with each Section separated by a tab divider following the outline in the RFQ.

The Submittal should clearly identify the following:

- RFQ No. 2011-14
- Project title: Miami Lakes Branding Market Program
- Firm's name
- Submission due date

2.2 Submission Requirements (not to exceed 20 pages including resumes)

a. Executive Summary (not to exceed 2 pages)

The Executive Summary should briefly summarize the key aspects of the Response and qualifications of the Proposer.

b. Project Team

Provide a staffing plan with, which includes the names, titles, role, and responsibilities for the staff that will be assigned to the Program. Each resume should be no more than 1 page.

c. Brand Development Process

The Brand Development Process, in addition to the items identified in Attachment A, should include a detailed explanation of the following:

- Brand Naming
- Brand Identity
- Brand Message
- Brand Adoption
- Brand Communication
- Marketing Strategy
- Brand Protection
- Benchmarking Brand's Effectiveness

d. Deliverables

Proposer shall identify all of the deliverable to be submitted to the Town as Part of the Program. The following is an example of some possible deliverables, which are provided for informational purposes only and do not form the basis for what the is Town expects to receive.

- i. Synopsis of the plan
- ii. Market research/survey results
- iii. Draft of brand development module for review
- iv. Draft of marketing module for review
- v. Draft of brand protection module for review
- vi. Complete draft of proposed Program for review
- vii. Final deliverable

e. Fee Proposal

Proposer shall provide a proposed total fee for the Program as well as a breakdown of the cost per deliverable.

f. Schedule

Proposer shall provide a schedule for completion of each of the deliverables.

Attachment A

Branding Market Program

The Town's primary objectives of the Branding RFQ are:

1. Brand Development; and
2. Marketing and Protecting the Brand.

Brand Development

The 'Marketing Mix', or the 4 P's of marketing, are: product, price, place (distribution) and promotion. As a municipality, we have a 'captive' audience, somewhat fixed products/services and limited flexibility with the price of our services. The opportunities to *brand* the Town lie in how well we can communicate our message and how well our services align with the Town's strategic vision. Brand strategy is the process of identifying the brand's most compelling unique attributes and combining them into a unique promise. A strong Town brand stands out from its neighboring municipalities, is relevant to those who come into contact with it and is believable, because it is built on credibility and a compelling truth.

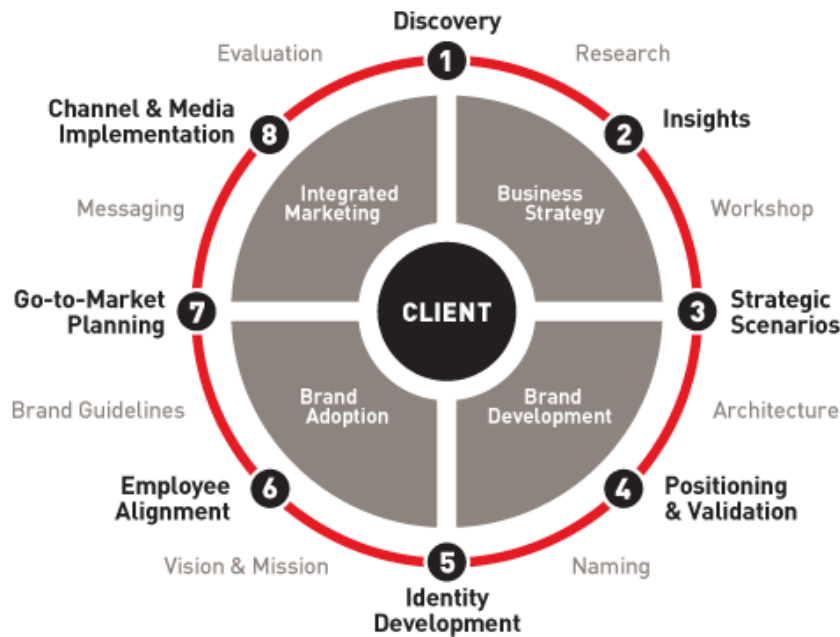
We proposed to have our branding efforts achieve the following:

1. Develop the brand or brand platform on a unique value proposition - a promise to customers/residents/business owners of what their experience with the town and its products and services should be like. Brand platforms should be consistent with business goals and strategies.
2. Identify the organization's unique attributes, survey the competitive brand positions and analyze opportunities—to stake out an area that is unique to the organization and compelling to internal and external audiences.

The Brand Development services should present:

- How to better position our brand in a competitive marketplace
- How to better understand the key drivers that will lead to brand adoption & brand loyalty
- How to communicate product/service attributes and benefits in a targeted manner
- How to carve out a messaging niche that will resonate with the target audience

In general, the brand development process should consist of:



Marketing and Protecting the Brand

The proposer should incorporate a detailed plan as to how they intent to market the Miami Lakes brand, including but not limited to, web marketing, social media, corporate marketing, and marketing to the residential customer base in the area.

Additionally, a strategy should be presented as to how to best protect the brand; a town's brand reputation is a direct function of actual customer experience. It's the sum total of customer interaction with the town, its communications, its people, and its products and services. If the customer experience is consistent with the brand platform, then the town is delivering on its promise.

The proposed branding plan should also include how to access local media to ensure that negative events in the surrounding areas are not attributed to the town, that businesses in the surrounding areas do not market themselves under our brand, etc.

The plan should highlight strategies to maintain the brand, orient the whole organization towards the brand, achieve brand recognition, identify competitive brands, identify target markets for our brand, most effectively use social media posts or tweets and develop mechanism(s) to measure the success of our branding efforts.

Attachment B
Branding Market Program Questionnaire

The following information must be provided as part of your firm's Response for your firm to be considered. The response to Attachment B must follow the same order as presented below.

1. ORGANIZATION

- 1.1 How many years has your firm been in business?
- 1.2 How many years has your firm been in business under its present business name?
 - 1.2.1. Under what other or former names has your firm operated?
- 1.3. Provide the firm's name and address (if multiple locations, please indicate headquarters location), a list of officers and/or principals, and a description of geographical service areas, including national, regional and local offices. Provide copy of the Firm's Organizational Chart.
- 1.4. Provide a copy of credit from a financial institution, with validation of three (3) months of working capital or similar evidence of financial stability or similar evidence of financial stability, such as audited or certified financial statements or Annual Reports for the past three (3) fiscal years, which reflect the firm's net worth. The statements shall have been audited and/or certified by an independent, licensed, Certified Public Accountant or certified public accounting firm.

Provide evidence of the professional business structure and governance, including, but not limited to the following:

- i. Date of incorporation or formation and principal place of business
- ii. General Partners, Limited Partners, and /or Venture Partners
- iii. Officers, Directors, Principals
- iv. Affiliates, Subsidiaries, Parent Corporations
- v. Professional Registrations and Licenses to conduct business in the State of Florida, Miami Dade County and the Town of Miami Lakes.
- vi. Federal Identification Number

2. EXPERIENCE

- 2.1 List the categories of work that your organization normally performs quantifying annual volume of work and the percentages of those categories.
- 2.2 Identify brand marketing programs similar in nature to the Town's proposed Program within the last five (5) years. Include program's scope, location, point of

contact, value, and status. The programs are to be identified in one of the two following categories:

2.2.1 Public sector

2.2.2 Private sector

- 2.3 Identify your firm's three most successful brand or marketing programs, the scope of the program, and why you feel it was successful from the owner's perspective.

3. Approach (maximum 2 page)

- 3.1 What are primary differences between public and private sector brand programs and what challenges they present?
- 3.2 What is the best approach for a public sector brand program?

I certify that any and all information contained in this Response to the RFQ is true; and I further certify that this submittal is made without prior understanding, agreement, or connections with any corporation, firm or person submitting for the same services and is in all respects accurate and without collusion or fraud. By signing below I agree that the Town does not guarantee an award to any of the firms responding to this RFQ. I further agree to abide by all terms and conditions of the RFQ, and certify that I am authorized to sign for the Respondent. Please print the following and sign your name:

Firm's Name: _____

Telephone: _____

Address: _____

Fax: _____

E-mail: _____

Name: _____

Title: _____

Authorized Signature: _____

Date: _____